

Message Text

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PAGE 01 TOKYO 01257 280211Z

ACTION EB-08

INFO OCT-01 EA-09 ISO-00 /018 W

-----280841Z 078579 /11

R 280127Z JAN 77

FM AMEMBASSY TOKYO

TO USDOC USTS

INFO SECSTATE WASHDC 5061

UNCLAS TOKYO 1257

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: 1976 ANNUAL REPORT

SUMMARY: TRAVEL TRADE AND MEDIA COOPERATION, AIR MEDIA TOUR
PROJECTS AND PRINT MEDIA TOUR PROJECTS HIGHLIGHT
TOKYO PUBLIC RELATIONS PROJECTS IN 1976 END SUMMARY.

JW-7-207 RE WJ-7-68, 1/17/77. PER YOUR REQUEST, THE FOLLOWING
INFORMATION IS PROVIDED FOR YOUR ANNUAL REPORT

1. CLOSER INTEGRATION OF TRAVEL TRADE AND MEDIA COOPERATION
FOR PROMOTION, MARKETING AND SALE OF THE U.S. TRAVEL PRODUCT.
PRELIMINARY TESTING OF THE CONCEPT WITH AN INFORMAL "SKI
NITE" TRADE AND MEDIA DIALOGUE HELD AT USTS/TOKYO, FOLLOWED
BY THE FULLSCALE SIT WORKSHOP IN SEPTEMBER 1976 WHICH BROUGHT
A WIDE RANGE OF SPECIAL-INTEREST MEDIA EDITORS INTO A DIRECT,
CREATIVE DIALOGUE WITH THE TRAVEL TRADE IN THE INTEREST OF
MUTUAL COOPERATION FOR MUTUAL BENEFIT VIS-A-VIS US TRAVEL
MARKETING.

2. OF A LARGE NUMBER OF AIR MEDIA TOUR PROJECTS DEVELOPED
AND COMPLETED DURING THE YEAR, TWO CAN BE SINGLED OUT AS
PARTICULARLY OUTSTANDING:

(1) SD-14 FUJI-TV SUNDAY SPECIAL: A ONE-HOUR SPECIAL FEATURE
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ON VISIT USA WINTER SPORT AND RECREATION ATTRACTIONS,
TELECAST ON SUNDAY, NOVEMBER 7, 1976, IN SUPPORT OF
WINTER-SPORT TOUR PACKAGES OFFERED IN THE JAPAN MARKET.

(2) IS-67 NTV SUNDAY SPECIAL: A 90-MINUTE SPECIAL FEATURE
WHICH INVOLVED SEVEN JAPANESE "CONTESTANTS" IN A
VARIETY OF TRAVEL-ORIENTED CHALLENGES DURING A

MOTORHOME TRIP ACROSS THE USA MAINLAND FROM SAN FRANCISCO TO PHILADELPHIA, TELECAST ON JULY 11, 1976.

3. AGAIN, OF A GREAT NUMBER OF PRINT MEDIA TOUR PROJECTS DEVELOPED AND COMPLETED DURING THE YEAR, TWO AREAS OF ACTIVITY BROUGHT ESPECIALLY NOTEWORTHY RESULTS:

(1) FOR THE FIRST TIME, SPECIAL VISIT USA EDITORIAL INSERTS APPEARED IN THREE OF THE MAJOR NATIONAL DAILIES -- ASAHI SHIMBUN, YOMIURI SHIMBUN, MAINICHI SHIMBUN, NIHON KEIZAI SHIMBUN -- WITH REFERENCE TO THE RELEVANT SD-9, IS-36 AND JW-41 MEDIA TOURS.

(2) ANOTHER FIRST WAS THE PUBLICATION OF ENTIRE PERIODICALS WHOLLY DEVOTED TO VISIT USA TRAVEL EDITORIAL, AMONG THE BEST OF WHICH WERE:

1. SD-8 JUNON BICENTENNIAL SPECIAL PUBLISHED IN APRIL, 1976.
 2. IS-38 SNOWPLAY II PUBLISHED IN SEPTEMBER, 1976.
 3. IS-53 CHECKMATE WEST COAST SOURCE BOOK PUBLISHED IN JULY, 1976.
 4. SD-11 TAVI MAGAZINE SPECIAL VISIT USA ISSUE PUBLISHED IN JUNE, 1976.
 5. IS-46 NEW YORK USA TRAVEL CATALOG PUBLISHED IN AUGUST, 1976.
- HODGSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ANNUAL REPORTS
Control Number: n/a
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Litigation History:
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Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 15-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3617816
Secure: OPEN
Status: NATIVE
Subject: 1976 ANNUAL REPORT SUMMARY: TRAVEL TRADE AND MEDIA COOPERATION, AIR MEDIA TOUR PROJECTS AND PRINT MEDIA TOUR PROJECTS HIGHLIGHT
TAGS: ETRD, JA
To: COM
Type: TE
vdkgvkey: odb://SAS/SAS.dbo.SAS_Docs/ea6070da-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009